

VISUAL ART AND DESIGN

COURSE DESCRIPTION

This course provides a foundation in aesthetic concepts and applies these concepts to the visual art, design, printing, and the photography industries. Course content provides the opportunity to acquire marketable skills by examining both the visual arts and design industry and its career opportunities and by developing leadership, teamwork, and technical skills. Varying degrees of aesthetics are required, along with the ability to interpret many aspects of life and technology. Course content is also related to other pathways. Art and Applied Art relates to Performing Arts; Graphic Design relates to Printing Technologies; and Photographic Art relates to Printing Technologies and Journalism and Broadcasting, and Film.

Prerequisites: None

Recommended: Career Management Success

Recommended Credits: 1

Recommended Grade Levels: 9 - 10

VISUAL ARTS AND DESIGN STANDARDS

- 1.0 Students will relate and apply artistic knowledge, skills, and techniques to the production of various projects.
- 2.0 Students will solve industry-related problems utilizing materials, time, facilities, equipment, budgeting, and human resources.
- 3.0 Students will produce artistically pleasing photographs for use in management and marketing.
- 4.0 Students will demonstrate knowledge and skills of visual art and design in relation to history and cultures.
- 5.0 Students will demonstrate a comprehension of materials, technologies, and media that are utilized within commercial and residential architecture and interior design.
- 6.0 Students will demonstrate knowledge of ethics related to commercial and residential, visual art, design, applied art, architecture, interior design, and photography.
- 7.0 Students will demonstrate skills necessary for safety and environmental protection in visual art, design, printing, and photography.
- 8.0 Students will research and apply knowledge of legal issues within the art industry.
- 9.0 Students will evaluate career opportunities and career paths within the information technology industry.
- 10.0 Students will demonstrate employability skills.
- 11.0 Students will demonstrate leadership, citizenship, and teamwork skills required for success in the school, community, and workplace.

VISUAL ART AND DESIGN

STANDARD 1.0

Students will relate and apply artistic knowledge, skills, and techniques to the production of various projects.

LEARNING EXPECTATIONS

The student will:

- 1.1 Demonstrate design and layout techniques.
- 1.2 Create simple illustrations.
- 1.3 Compare a variety of historical and cultural contexts used in works of art.
- 1.4 Evaluate the range of subject matter, symbols, and ideas presented in works of visual art.
- 1.5 Demonstrate development of drawings applying elements of line, shape, texture, and value to create form and space.
- 1.6 Apply media techniques and processes with sufficient skill, confidence, and sensitivity to achieve identified goal.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 1.1 Designs and lays out techniques to be used in display, computer foundations, direct mail samples, brochures, publications, storyboards, billboards, various packages, posters, advertising, and log identities.
- 1.2 Illustrates with pencil, markers, technical tools, tone illustrations with pencil, ink wash, airbrush, and dry media; and color illustrations with color pencils, markers, airbrush, dry media, water-based media, and oil based media.
- 1.3 Analyzes and interprets historical works of art.
- 1.4 Reflects on how artworks differ visually, spatially, temporally, and functionally.
- 1.5 Creates a work of art that successfully applies elements of line, shape, texture, and value to create form and space.
- 1.6 Demonstrates a variety of media techniques, technologies, and processes for visual expression and communication.

SAMPLE PERFORMANCE TASKS

- Create a design and layout a specific project, which could be used in the visual art industry.
- Demonstrate producing mechanical artwork.
- Demonstrate drawing in one-point, two-point, and multi-point perspective.
- Create works of art that successfully convey a central thought based on information, ideas, feelings, and memories.
- Apply elements of design while solving compositional problems.
- Maintain a sketchbook or journal and develop a portfolio.

INTEGRATION LINKAGES

State Board of Education Approved

February 2002

Language Arts, Math, Science, Social Studies, Art Appreciation, History, Cultures, Computer Science, Industry Standards, Copyright Laws, Secretary's Commission on Achieving Necessary Skills, (SCANS), Occupational Safety and Health Administration (OSHA)

VISUAL ART AND DESIGN

STANDARD 2.0

Students will solve industry-related problems utilizing materials, time, facilities, equipment, budgeting, and human resources.

LEARNING EXPECTATIONS

The student will:

- 2.1 Analyze the role of visual art and design in business, industry, technology and the community.
- 2.2 Demonstrate knowledge of software related to the industry and the need to continuously update to be current in visual art and design.
- 2.3 Apply knowledge of two-and three-dimensional drawings.
- 2.4 Demonstrate the ability to create, retrieve, edit, and use symbol libraries.
- 2.5 Demonstrate the ability to plot or print a drawing using proper layout and scale.
- 2.6 Apply art elements to design for marketing purposes.
- 2.7 Demonstrate the ability to prepare a budget for art equipment, materials, and personnel.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 2.1 Performs drawing setup to application standards, creates two-dimensional drawings, uses view and display commands, draws geometric entities, edits and copies drawings, and manipulates drawings to enhance properties.
- 2.2A Demonstrates the use of computer software to identify, create, and manipulate surfaces, scale, rotation, zoom, shading, and layout.
- 2.2B Analyzes databases using query commands, entity characteristics, distance, area, and status.
- 2.3 Illustrates line, design and artistic details in drawings.
- 2.4 Comprehends the nomenclature of the industry.
- 2.5A Applies basic design techniques to illustrate print and digital applications for layout and scale.
- 2.5B Prepares pictorial drawings, renderings, and models according to established standards.
- 2.6 Illustrates art elements for marketing in displays, direct mail samples, brochures, billboards, publications, storyboards, advertising layout, and graphic identity logos.
- 2.7 Designs a budget for a project with multi-year deadlines showing the cost of art equipment, supplies, and personnel for six months, twelve months, two years, and four years.

SAMPLE PERFORMANCE TASKS

- Demonstrate the ability to place dimensions and callouts on drawings.
- Demonstrate the use of query commands to extract drawing data.
- Demonstrate the properties and qualities related to art including ability to control, coordinate, and display scale, control entity properties; and extract attribute data.

- Compare the cost of budgeted items for visual art class for six months, twelve months, two years, and four years.
- Enter the Job Skill Demonstration competition in TN SkillsUSA-VICA Championships.

INTEGRATION LINKAGES

Language Arts, Math, Science, Computer Science, Industry Standards, Secretary's Language Arts, Math, Science, Social Studies, Art Appreciation, History, Cultures, Computer Science, Industry Standards, Copyright Laws, Secretary's Commission on Achieving Necessary Skills, (SCANS), Occupational Safety and Health Administration (OSHA)

VISUAL ART AND DESIGN

STANDARD 3.0

Students will produce artistically pleasing photographs for use in management and marketing.

LEARNING EXPECTATIONS

The student will:

- 3.1 Demonstrate ability to operate cameras and other photographic instruments used in industry.
- 3.2 Demonstrate the principals of fundamental art forms in photographs.
- 3.3 Translate artistic concepts into a format that can be presented to others.
- 3.4 Determine products, audience, distribution area, and price point.

PERFORMANCE INDICATORS: EVIDENCE STANDARD IS MET

The student:

- 3.1 Comprehends the theory of photography.
- 3.2 Critiques the elements of design used in photography.
- 3.3 Demonstrates how to use imaging technology to create a unique and marketable product.
- 3.4 Designs a marketing image exhibit using photography designs.

SAMPLE PERFORMANCE TASKS

- Demonstrate the operation of camera formats.
- Apply photography skills to obtain needed exposure using shutter speeds and aperture, depth of field, and filter photography.
- Apply knowledge and skills of setting up depth-of-field photographs.
- Demonstrate digital technology as used in photography.
- Apply knowledge of filters to photographing.
- Illustrate use of various lighting techniques for desired effects.
- Demonstrate an individual imagery style.
- Demonstrate digital image preparation, reproduction, finishing of a multi-page document, including these steps: prepare a series of hand-drawn sketches for layouts, use computer publishing equipment and software, prepare a dummy, use digital capture devices such as scanner and internet, crop and scale photographs, and line art electronically.
- Demonstrate sequencing and creating an electronic portfolio.
- Relate photographic imaging to other career pathways.

INTEGRATION LINKAGES

Language Arts, Math, Science, Social Studies, Art Appreciation, History, Cultures, Computer Science, Industry Standards, Copyright Laws, Secretary's Commission on Achieving Necessary Skills, (SCANS), Occupational Safety and Health Administration (OSHA)

VISUAL ART AND DESIGN

STANDARD 4.0

Students will demonstrate knowledge and skills of visual art and design in relation to history and cultures.

LEARNING EXPECTATIONS

The student will:

- 4.1 Exhibit knowledge of the history of visual art and design and its impact on society.
- 4.2 Evaluate technological and scientific advances in the visual art and related disciplines included in the visual art and design industry.
- 4.3 Analyze common and divergent characteristics of art and applied art evident across time and among cultural groups.
- 4.4 Compare the power of visual art to communicate universal concepts.

PERFORMANCE INDICATORS: EVIDENCE STANDARD IS MET

The student:

- 4.1 Analyzes how historical and contemporary works of art reflect and influence societies and cultures.
- 4.2.A Analyzes relationships of various art works.
- 4.2.B Incorporates historical and contemporary images and concepts in personal artworks.
- 4.3 Researches and analyzes how historical and contemporary artwork reflects and influences the quality of life through original ideas and inventions.
- 4.4 Assembles a collection of reproductions of exemplary works representing historical, cultural, and ethnical influences.

SAMPLE PERFORMANCE TASKS

- Analyze historical and contemporary artists through their creations and their contribution to societal changes.
- Compare two or more artworks from a variety of historical and cultural eras.
- Create a portfolio of personal artwork that reflects historical and cultural influences.
- Develop a portfolio of finished work.

INTEGRATION LINKAGES

Language Arts, Math, Science, Social Studies, Art Appreciation, History, Cultures, Computer Science, Industry Standards, Copyright Laws, Secretary's Commission on Achieving Necessary Skills, (SCANS), Occupational Safety and Health Administration (OSHA)

VISUAL ART AND DESIGN

STANDARD 5.0

Students will demonstrate a comprehension of materials, technologies, and media that are utilized within commercial and residential architecture and interior design.

LEARNING EXPECTATIONS

The student will:

- 5.1 Apply the language of various materials, technologies, and media used in an architectural design and interior design.
- 5.2 Assess factors associated with the selection, use, and care of interior furnishings for commercial and residential use.
- 5.3 Locate and evaluate information regarding commercial and home interiors.
- 5.4 Examine and evaluate career opportunities related to architectural design and interior design.

PERFORMANCE INDICATORS: EVIDENCE STANDARD IS MET

The student:

- 5.1 Demonstrates the use of electronic media for architectural and interior designs for commercial and residential use.
- 5.2 Applies art elements for interior furnishings for commercial and residential use.
- 5.3 Demonstrates the use of electronic media for commercial and home interiors.
- 5.4 Investigates career options and charts the characteristics of various careers in the art and design industry.

SAMPLE PERFORMANCE TASKS

- Electronically design sketches of different architectural styles of commercial and residential buildings.
- Electronically illustrate interior designs of window treatment, flooring, walls, and accessories for a commercial and a residential building.
- Compare cost of various interiors, furnishings, and accessories for commercial and residential use.

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VISUAL ART AND DESIGN

STANDARD 6.0

Students will demonstrate knowledge of ethics related to commercial and residential, visual art, design, applied art, architecture, interior design, and photography.

LEARNING EXPECTATIONS

The student will:

- 6.1 Demonstrate work ethics that include integrity, honesty, loyalty, and perseverance to be accepted for the visual art, applied art, printing and photography industries.
- 6.2 Research benefits and consequences resulting from the practice of business ethics when working with customers.
- 6.3 Demonstrate benefits and consequences resulting when decisions related to customer needs and services are based on ethical principles.
- 6.4 Illustrate benefits and consequences resulting from the practice of work ethics when completing activities to the standard required by industry and by law, regardless of the situation.

PERFORMANCE INDICATORS: EVIDENCE STANDARD IS MET

The student:

- 6.1 Applies ethical conduct providing the proper credit to those whose ideas and content has been used in creating new works.
- 6.2 Provides quality products as agreed upon to customers.
- 6.3 Provides a quality performance as part of the total team, rather than individual gain.
- 6.4 Demonstrates ethical behaviors in what is written, spoken, or presented in visual art, design, applied arts, printing and photography industries.

SAMPLE PERFORMANCE TASKS

- Exhibit professional conduct in the development of visual art, design, applied arts, and photography.
- Exhibit the work ethic in completing activities related to visual art, design, applied arts, and photography.
- Develop and present a total team project in visual art, design, applied arts, and photography.
- Demonstrate professional conduct around issues such as, but not limited to, copyright, use of material taken from the Internet, privacy, etc.

INTEGRATION LINKAGES

Language Arts, Math, Science, Social Studies, Art Appreciation, History, Cultures, Computer Science, Industry Standards, Copyright Laws, Secretary's Commission on Achieving Necessary Skills, (SCANS), Occupational Safety and Health Administration (OSHA)

VISUAL ART AND DESIGN

STANDARD 7.0

Students will demonstrate skills necessary for safety and environmental protection in visual art, design, printing, and photography.

LEARNING EXPECTATIONS

The student will:

- 7.1 Research safe work habits and procedures related to the application of visual art, design, printing, and photography.
- 7.2 Select and safely apply appropriate technologies in visual art, design, printing, and photography.
- 7.3 Identify health related problems which may result from exposure to work related chemicals and hazardous materials.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 7.1 Demonstrates safe work habits and procedures used in visual art, design, printing, and photography.
- 7.2 Comprehends the issues related to and environmental issues involved with technologies in visual art, design, printing, and photography.
- 7.3 Complies with Occupational Safety and Health Administration (OSHA) safety regulations and practices, and governmental environmental regulations and practices.

SAMPLE PERFORMANCE TASKS

- Demonstrate personal safety (dress, eye and hearing devices, and jewelry) in completion of a visual art, design, printing, and photography project.
- Demonstrate the handling and disposing of chemicals.
- Complete a safety inspection evaluating possible fire and water hazards.
- Develop a presentation on right to know laws and any other laws required for safety.
- Practice safe mixing and disposal procedures for chemicals used in photography, printing, and other related processes.
- Practice ergonomic processes when using the computer, photographic equipment and other visual art tools and equipment.
- Prepare Occupational Safety and Health notebook for the TN SkillsUSA-VICA Championships.

INTEGRATION LINKAGES

Language Arts, Math, Science, Social Studies, Art Appreciation, History, Cultures, Computer Science, Industry Standards, Copyright Laws, Secretary's Commission on Achieving Necessary Skills, (SCANS), Occupational Safety and Health Administration (OSHA)

VISUAL ART AND DESIGN

STANDARD 8.0

Students will research and apply knowledge of legal issues within the art industry.

LEARNING EXPECTATIONS

The student will:

- 8.1 Apply comprehension of contracts to work in areas of visual art, design, and photography.
- 8.2 Comprehend copyright laws and their application to visual art, design, and photography.
- 8.3 Research the following issues that impact the industry: First Amendment, Freedom of Information Act, libel, slander, and relevant state statutes.
- 8.4 Research legal responsibilities associated with the use of the Internet as required by federal government agencies.

PERFORMANCE STANDARDS: EVIDENCE THE STANDARDS ARE MET

The student:

- 8.1 Evaluates the need for signed release forms and obtains legal release forms before using copyrighted materials.
- 8.2 Applies knowledge of copyrights in seeking formal permission from copyright sources before using materials.
- 8.3 Recognizes the legal implications of violating federal and state laws in visual art, designs and photography.
- 8.4 Demonstrates legal responsibilities using the Internet for select visual art, designs, and photography.

SAMPLE PERFORMANCE TASKS

- Design and produce an art product, request a copyright and use copyright guidelines for registering the product.
- Obtain formal permission for use of an art form, design, and photo.
- Design a contract incorporating federal and state laws in visual art, design, and photography.
- Design a signed release form and obtain legal release forms before using an art design on the Internet.
- Create a lapel pin design for entering the Pin Contest in TN Skills-USA championships.

INTEGRATION LINKAGES

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VISUAL ART AND DESIGN

STANDARD 9.0

Students will evaluate career opportunities and career paths within the information technology industry.

LEARNING EXPECTATIONS

The student will:

- 9.1 Develop a profile of career opportunities.
- 9.2 Develop a personal education-career roadmap.
- 9.3 Project future career opportunities within the information technology industry.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 9.1.1 Researches the visual art and design and information technology industries for various career paths and job titles.
- 9.2.A Plans personal education paths, based on aptitude, available courses, post secondary education, and current career paths.
- 9.2.B Profiles personal characteristics, which are beneficial to the success of a professional in the visual art and design and information technology industries.
- 9.3 Researches and develops a projection of visual art and design and information technology industries trends related to career opportunities.

SAMPLE PERFORMANCE TASKS

- Develop a list of career opportunities, including education requirements, responsibilities, and salary ranges.
- Develop a personal career plan.
- Research and present information on focus and trends in the information technology industry.
- Research and present information on focus and trends in the visual art and design industry.
- Incorporate professional terminology into conversations.
- Participate in SkillsUSA-VICA programs and events.

INTEGRATION LINKAGES

Computer Skills, Internet Navigation Skills, Protocols, Language Arts, Foreign Language, Science, Math, Math for Technology, Social Studies and Government, History, Government, Law, Electricity, Electronics, Criminal Justice, Computer Skills, Research and Writing Skills, Communication Skills, Teamwork Skills, Leadership Skills, Secretary's Commission on Achieving Necessary Skills, (SCANS), SkillsUSA-VICA, CompTia, World Wide Web Consortium (W3C), Writers Guild (HWG), A-+ Certification Students will demonstrate employability skills.

VISUAL ART AND DESIGN

STANDARD 10.0

Students will demonstrate employability skills.

LEARNING EXPECTATIONS

The student will:

- 10.1 Access and process technical information from a variety of sources to support lifelong creative and critical thinking, problem solving, decision making, and communications.
- 10.2 Display organizational skills including following a work schedule, meeting deadlines, maintaining a clean and orderly work area, working on multiple tasks simultaneously, maintaining inventory, storing equipment in appropriate locations.
- 10.3 Exhibit a professional manner, teamwork abilities, and job procurement skills.

PERFORMANCE STANDARDS: EVIDENCE STANDARDS ARE MET

The student:

- 10.1.A Examines technical information on the Internet in visual art, design, printing, and photography.
- 10.1.B Analyzes the information, possible causes, and reasons for success or failure and recommends action plans.
- 10.2 Manages organizational skills, performs job responsibilities, sets priorities, and applies time management techniques.
- 10.3 Demonstrates traits that tend to lead to promotions, such as continuing education, attendance, attitude, professionalism, compliance with policies and procedures, priority on customer service (internal and external), adaptability to organizational change, and development and use of communication skills.

SAMPLE PERFORMANCE TASKS

- Evaluate a work project and develop a work schedule including time elements, employee assignments, and work schedules.
- Research different techniques and theories used in time management to increase productivity. Develop a presentation to teach time management skills and techniques. Present the information to classes in the school, community organization, and professional group.

INTEGRATION LINKAGES

Language Arts, Math, Science, Social Studies, Art Appreciation, History, Cultures, Computer Science, Industry Standards, Copyright Laws, Secretary's Commission on Achieving Necessary Skills, (SCANS), Occupational Safety and Health Administration (OSHA)

VISUAL ART AND DESIGN

STANDARD 11.0

Students will demonstrate leadership, citizenship, and teamwork skills required for success in the school, community, and workplace.

LEARNING EXPECTATIONS

The student will:

- 11.1 Incorporate positive leadership skills in school, community, and work-related activities
- 11.2 Participate in Skills USA-VICA as an integral part of the classroom instruction.
- 11.3 Assess situations in the visual art, design, printing, and photography industry and develop a presentation offering solutions or improvements.
- 11.4 Serve in leadership positions in the school and community.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 11.1 Demonstrates character and leadership skills using creative and critical thinking skills.
- 11.2 Plans, conducts, and participates in meetings according to the acceptable rules of parliamentary procedure.
- 11.3 Analyzes a situation to resolve it and uses the *Professional Development Program*, SkillsUSA-VICA
- 11.3 Participates as a team member.
- 11.4 Participates in a community service project.

SAMPLE PERFORMANCE TASKS

- Participate in various Skills USA-VICA programs and competitive events.
- Develop an annual program of work.
- Conduct a meeting
- Complete level 3 of the *Professional Development Program*, Skills USA-VICA.

INTEGRATION LINKAGES

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